

CHICAGO ARCHITECTURE FOUNDATION



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Chicago's First Lady Cruises and The Chicago Architecture Foundation present the best way to spend your first 90-minutes in Chicago

The Official Fleet for the Chicago Architecture Foundation River Cruise Opens Its 18th Season on May 1, 2010

CHICAGO, Ill. – March 15, 2010 – Chicago's First Lady Cruises and The Chicago Architecture Foundation (CAF) open the 2010 season of the official Chicago Architecture Foundation River Cruises, Saturday, May 1, 2010. Whether it's with family and friends, co-workers or for a private event, Chicago's First Lady offers passengers one of the best opportunities to get an immersion into Chicago's architecture in just 90 minutes. One of Chicago's top tourist attractions, the Chicago Architecture Foundation River Cruise aboard Chicago's First Lady departs from Riverside Gardens at the lower level and southeast corner of the Michigan Avenue Bridge and Wacker Drive, just three blocks north of Millennium Park.

More than 100 CAF-certified volunteer docents guide 1,600 CAF river cruises each season. The docents receive hundreds of hours of training and provide lively fact-filled and anecdotal commentary giving passengers insight into Chicago's architecture design and history. All tours are aboard *Chicago's First Lady*, *Chicago's Little Lady* and *Chicago's Fair Lady*, beautiful, 1920s-style cruising yachts featuring open-air upper deck viewing as well as air-conditioned main deck salons with comfortable seating.

"Chicago's First Lady Cruises offers spectacular views of the city that can only be seen by looking up from the Chicago River," said Holly Agra, president of Chicago's First Lady Cruises. "With designs inspired by President Franklin Roosevelt's yacht Sequoia, our double-decked vessels offer dramatic sights of Chicago and comfortable cruising for River Cruises or Lakefront private events."

The tour highlights more than 53 historic and architecturally significant sites, including 333 W. Wacker, the Wrigley Building, the Tribune Tower, Willis Tower, River City, Marina City and Trump Tower. The CAF river cruise aboard Chicago's First Lady Cruises also includes significant buildings, sites and developments along the North Branch of the Chicago River, including Goose Island, Kinzie Park development and the clustered glass River Cottages by architect Harry Weese. While docents present passionate commentary about the architecture, passengers will also experience close-up and personal views of more than 25 moveable bridges that traverse the Chicago River, complementing the architectural vistas.

Those looking for a new gathering place for an after-work happy hour can join their friends and coworkers for cocktails aboard Chicago's First Lady for a new cruise added to the schedule at 5:30 p.m. on Thursdays and Fridays, June through September.

Add one

LAUNCHING NEW CATERING OPTIONS FOR EARLY MORNING OR LATE NIGHT PRIVATE EVENTS

Chicago's First Lady Cruises offers private dinner cruises following the daytime tours with full-service catering from three professional catering partners. Planners are able to create a customized private cocktail or dinner cruise, but those looking to make their event budget go farther can now choose from two new value-priced catering options:

- Early Morning Sunrise Breakfast – serving drop-off breakfast platters and beverages
- Late Night Eli's Dessert Cruises – featuring cash-bar beverages and trays of Eli's cheesecakes, cookies and miniature desserts.

GOING GREEN

As stewards of Chicago's waterways, Chicago's First Lady Cruises recognizes its responsibility to green initiatives. The company recycles used oil, engine batteries, beverage containers, cardboard and paper; uses low-flush toilets and environmentally safe cleaning solutions and promotes the use of public transportation to staff and crew. Cruise brochures are printed on recycled paper and architecture tour maps are recycled daily as guests disembark. The fleet uses 11 percent biodiesel fuel. Chicago's First Lady Cruises also offers a lush, landscaped Riverside Gardens dock with an annual Monarch Butterfly Garden that provides natural cooling.

The season continues through Sunday, November 21, 2010 with an expanded fall departure schedule. A portion of the individual ticket fare supports many free educational programs and exhibits produced and sponsored by the Chicago Architecture Foundation.

2010 TOUR SCHEDULE (May 1 thru November 21)

Spring: (May 1 – June 4) Mon – Fri: 10 am, 11am, 12pm, 1pm, 2pm, 3pm / Sat, Sun, Holidays: 10am, 11 am, 12pm, 1pm, 2pm, 3pm, 5pm

Summer: (June 5 – October 3) Mon – Fri: 10am, 11 am, 11:30am, 12pm, 1pm, 1:30pm, 2pm, 3pm, 3:30pm; (5:30pm Thursdays and Fridays only)

Sat, Sun, Holidays: 9:00am, 9:30am, 10am, 11am, 11:30am, 12pm, 1pm, 1:30pm, 2pm, 3pm, 3:30pm, 5pm, 5:30pm

Early Fall: (October 4 - October 31) Mon – Fri: 10 am, 11am, 12pm, 1pm, 2pm, 3pm

Sat, Sun, Holidays: 9:30am, 10am, 11am, 11:30am, 12pm, 1pm, 1:30pm, 2pm, 3pm, 3:30pm, 5pm

Late Fall: (November 1 - November 21) Mon – Fri: 10am, 12pm, 2pm / Sat, Sun: 10am, 11 am, 12pm, 1pm, 2pm, 3pm

Tickets: \$32.00 per person.

Individual Advance Reservations may be made online: www.Ticketmaster.com/rivercruise or by phone: 800-982-2787
Group tour reservations for 10 or more can be made via email: grouptours@architecture.org, or by contacting the Group Sales Manager, Jennifer Devermann, 312-322-1131 jdevermann@architecture.org Private Party Charter Reservations can be made by contacting Chicago's First Lady at Chartersales@Cruisechicago.com or by calling 847-358-1330.

For more information, visit: www.Cruisechicago.com/tours.php, or www.architecture.org

About Chicago's First Lady – <http://www.cruisechicago.com/newsroom.php>

Since 1993, Chicago's First Lady Cruises has been the official partner of the Chicago Architecture Foundation and has provided the vessels and crew for more than 1,600 tours annually to the general public with commentary provided by more than 100 CAF-certified volunteer docents during its May-November season. Chicago's First Lady Cruises owns and operates four luxury yachts: Chicago's First Lady, Chicago's Little Lady, Chicago's Fair Lady and Lady Grebe. All are available for private charter cruising each evening. As stewards of Chicago's waterways, Chicago's First Lady is dedicated to helping protect the environment.

The Chicago Architecture Foundation (CAF) is a nonprofit organization dedicated to advancing public interest and education in architecture and design. The Chicago Architecture Foundation pursues this mission through architecture tours, exhibitions, panel discussions, and youth and adult education programs. Current exhibition is Chicago Model City. The Chicago Architecture Foundation is located at 224 South Michigan Avenue, Chicago, Illinois 60604. For further information visit www.architecture.org or call 312.922.3432.

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